



A West Side Cultural Center Production

136 W 70th St . Suite 1
New York, NY, 10023
Tel: 212-496-2030
Fax: 212-496-2084
E-mail: ncallahan@ecofest.com
www.ecofest.com

OUR MISSION

- To create a modern and realistic approach to environmental issues;
- To point up the problems, discuss the solutions and to praise the achievements of those who are successfully addressing the issues;
 - To promote awareness of urban and global environmental issues;
 - To showcase products, services, technology, programs and research that can make our lives more environmentally friendly;
- To provide environmental groups with space and opportunity to present and discuss their issues with the general public;
- To provide the public with opportunities to get actively involved by joining and volunteering with environmental groups;
 - To have a dynamic event with multiple environmental education Opportunities and practical solutions.
- To integrate environmentally safe choices for effective use within a day-to-day lifestyle.



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ECOFEST 2008 OVERVIEW

ECOFEST is turning 20 in 2008! Launched as an environmental event where people would get information, get involved, find products, learn about services and be entertained by people who care about the environment, ECOFEST started as a visionary effort for a better world. 20 years later it is still going strong supporting environmental causes and issues. ECOFEST is a cultural and educational environmental festival, free to the public, that is organized and produced by the West Side Cultural Center in New York. In its 20 year track record, ECOFEST has developed an unequalled base of public and private sector support and is a mainstay on the New York City calendar of events, bringing thousands of people to the Damrosch Park, at Lincoln Center Plaza. ECOFEST and its participants benefit from publicity, promotions and extensive advertising, and have always been generously covered by local and national media.

A major focus of ECOFEST is conservation of our natural resources and innovative alternative-energy technologies. This year's ECOFEST will again feature the SEOTO (Sources of Energy Other Than Oil) Alternative Fuels Display which demonstrates a wide variety of alternative-energy vehicles – ranging from prototypes of solar cars to electric, natural-gas, hybrid, fuel cell and ethanol vehicles already in use by private businesses and many New York City and New York State Agencies. The vehicles stay on display on 62nd Street with exciting demonstrations and activities scheduled throughout the day.

In addition to the SEOTO Display, ECOFEST regular features include the ECOFASHION SHOW on the World Solar Stage and the ECOFEST ENVIRONMENTAL EDUCATION CONFERENCE with renowned experts. The ECOFASHION show presents collections made of 100% organic and recycled material and the Conference offers free seminars where key environmental issues are discussed.

Through dynamic exhibits, stimulating entertainment and celebrity performers and speakers ECOFEST fosters public awareness about opportunities for environmental change. It spurs people to take the initiative in making their homes, businesses and communities more ecologically advanced and environmentally sound, while encouraging activism, membership and volunteering.

Throughout the years ECOFEST has had the support of major environmental organizations such as the New York Zoological Society, The Audubon Society, the United Nations Environmental Program, the Sierra Club, Nature Conservancy, The Natural Resources Defense Council, the Rainforest Alliance, the New York State Department of Environmental Conservation and the Council on the Environment. Major corporation and banks, such as General Motors, Ford, Chrysler, Volvo, Toyota Motors, Lexus, Nissan, Brita, AT&T, IBM, BFI, Tom's of Maine, Chase, International Paper; utilities and key government agencies, including the New York City Transit/MTA, NYC DOT, NYCDEP, KeySpan, Consolidated Edison, The New York Power Authority and the Port Authority of New York and New Jersey provide support for ECOFEST. The presence of all these enlightened organizations from the public and private sectors that are brought together at ECOFEST with tens of thousands of New Yorkers offers them a unique opportunity to make their environmental message, involvement and programs known to the ever increasing audience of concerned Americans.



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ECOFEST 2008

MEDIA COVERAGE, ADVERTISING AND PUBLICITY

Since, its first annual event in 1989, ECOFEST has always enjoyed wide media coverage which has been instrumental in drawing increasingly larger audiences to its event and has benefited sponsors by exposing their environmental concerns and programs.

Media Sponsors:

ECOFEST publicity is designed to reach all potential audiences and has garnered major media sponsors over the years. Print sponsors include the Big Apple Parent, New York House Magazine, Village Voice, The Westsider, E-Environment Magazine, El Diario, Impacto, Time Out New York, New York Naturally. Radio Sponsors WBAI, and CD101.9; television sponsors WABC-TV, Time Warner Cable and Channel 47.

Television Coverage:

National television coverage frequently includes ABC's "Live with Regis and Kelly" and live remotes by ABC's "Good Morning America", NY1, NBC'S Today Show, FOX 5's "Good Day New York," ABC's Eyewitness News and NBC's "Weekend Today". Extensive spot-news reports and features are aired by all local stations and CNN. During Earth Day Week My9 TV aired a 1/2 hour Special with Ecofest and Ecofest guests.

TV and Radio PSAs:

Public service television and radio spots are produced annually. Artists featured in the spots have included Spyro Gyra, Larry Coryell, the New York Voices, the cast of *Smokey Joe's Café*, Ann Sanders from Broadway Musical *Avenue Q*, and Cheyenne Jackson of *All Shook Up*, and *Xanadu*. The 2007 PSA featured Kelly Ripa from Live with Regis and Kelly and was aired 325 times on all Time Warner Cable channels during August and September as well as on WABC-TV.

Interviews:

Live phone interviews from ECOFEST given regularly on major New York radio stations including WINS, WABC, CD101.9 and WBAI. 2007 featured 1/2 hour interviews on CD101.9, WBAI, WNYC and Sirius Radio's Lazy Environmentalist plus many live internet broadcasts.

Newspapers and Magazines:

Stories on ECOFEST have run annually in national magazines, New York magazines and papers including, Village Voice, Manhattan Spirit, the Resident, E-magazine, NY Newsday, the Daily News, the New York Post as well as regional publications and large organizational newsletters. ECOFEST Advertising Campaign includes the Village Voice, Time Out New York, Manhattan Spirit, Our Town, Chelsea Clinton News, E-Environmental Magazine. Big Apple Parent, House and NY Naturally.



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Web Listings:

ECOFEST stories and listings are included throughout environmental websites as well as sites featuring New York and Tri State activities.

Port Authority of New York/New Jersey Poster Campaign:

A major poster campaign was launched with the Partnership with the Port Authority of New York/ New Jersey with posters in the Port Authority and NJ Transit and Path Stations as well as slides in the screens of applicable stations. This publicity effort reached over 1/2 million New Yorkers and New Jersey commuters daily from August to September.

Store/street Posters, Brochures/Flyers and Program:

ECOFEST has an Official program every year given to all attendees that includes all sponsor's logos, list of exhibitors and event activities. Four color programs are distributed to attendees, business and political leaders and the press. Posters go to colleges, stores and strategic places throughout the city. ECOFEST is represented at all major street functions preceding the event.

Outreach to the Hispanic Community

The 2007 Hispanic outreach included a partnership with IMPACTO Latin News newspaper with a 2 week ad campaign, El Diario and Channel 47..



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ECOFEST 2007—ADVERTISING RELATED EXPOSURE

PORT AUTHORITY OF NEW YORK/NEW JERSEY

Posters and slides in Stations—2 months
 Weekday average PABT customers - 200,000
 Weekday average GWBBS customers - 17,500
 Weekday average PATH ridership - 227,000
TOTAL: 26,000,000 impressions

TIME WARNER CABLE TELEVISION PSA: 30" Public Service Announcements With Kelly Ripa

Aired: 127 times
 Time Period: 3 weeks
 Cable Stations: CNN, ESPN, MTV, Headline News, USA,
 BET, Lifetime, VH-1, A&E, CNN fn, TV FOOD Network,
 TNT, NY1 News, Discovery, Comedy Central, ESPN2 and
 E! Entertainment.

WABC-TV MEDIA SPONSOR

30" Promotional Announcements w/ Kelly Ripa
 Time period: 4 weeks

CD101.9 WQCD RADIO SPONSOR

Promotional announcements: 60
 Length: 30
 Time period: 2weeks

VILLAGE VOICE

Circulation: 235,000/week
 Time period: 4weeks
 Total circulation: 940,000
 Pass Along: 3.5
TOTAL: 3,290,000

NEW YORK TIMES

Circulation: 3,000,000/weekend
 Time period: 4weekends
 Total Circulation: 12,000,000
 Pass Along: 2.0
TOTAL: 24,000,000

MANHATAN SPIRIT

Circulation: 76,000/week
 Time Period: 2 weeks
 Total circulation: 152,000
 Pass Along: 2.5
TOTAL: 38,000

OUR TOWN

Circulation: 52,000
 Time Period: 1 week
 Pass Along: 2.5
TOTAL: 137,500

THE WESTSIDER CHELSEA CLINTON NEWS

Circulation: 25,000
 Time period: 1 week
 Pass Along: 4.0
TOTAL: 100,000

E-MAGAZINE

Circulation: 70,000
 Time Period: 1month
 Pass Along: 3.1
TOTAL: 217,000

NY HOUSE MAGAZINE

Monthly magazine
 Circulation: 40,000
 Time Period: 2 months
 Pass along: 4.3
TOTAL: 80,000

TIME OUT NEW YORK

Weekly magazine
 Circulation: 149,000
 Time Period: 2 weeks
 Pass along: 2.4
TOTAL: 384,,000

NYPA NOTES

Monthly Newsletter
 Circulation: 50,000
 Time Period: 1 month
 Pass along: 2
TOTAL: 100,000

LIRR TRACKS

Monthly Newsletter
 Circulation: 100,000
 Pass along: 3
 Time Period: 1 month
TOTAL: 300,000

NY NATURALLY

July/December issue
 Circulation: 125,000
 Time Period: 6 months
 Pass along: 3.5
TOTAL 437,000

BIG APPLE PARENT

Monthly Magazine
 Circulation: 60,000
 Time Period: 1 month
 Pass along: 4.2
TOTAL: 250,000



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ECOFEST 2008 SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS ARE CUSTOMIZED TO BEST MEET THE SPONSOR'S NEEDS !.

ECOFEST PRESENTING SPONSOR

The Presenting Sponsorship for ECOFEST 2008 provides maximum visibility to speak and participation in ECOFEST 2008 with presenting sponsor designation in all advertising, publicity, promotion and events for ECOFEST 2008.

Benefits:

Banners with corporate name and logo prominently displayed, invitation to speak at the ECOFEST 2008 press conference with elected officials and other dignitaries, invitation to speak at the ECOFEST Opening Ceremony, Banners and signage prominently displayed at ECOFEST site, Full page Ad on Back cover of ECOFEST program/Journal (please contact Nanci Callahan at the ECOFEST Office to discuss Presenting Sponsorship.)

Includes all benefits below:

ECOFEST CO-SPONSOR - \$65,000

Unique visibility to millions of New Yorkers daily.

Benefits:

* Designation as Co-Sponsor in all ECOFEST advertising, publicity, promotions and events for ECOFEST 2008. Invitation to speak at the Press Conference and the ECOFEST opening ceremony. Banners and on site signage. Full page color Ad in ECOFEST program/journal.

ECOFEST EVENT SPONSOR - \$40,000

Designated Sponsor of one main ECOFEST 2008 activity:

- ✦ SEOTO Alternative Fuels Display
- ✦ World Solar Stage
- ✦ Environmental Conference
- ✦ Environmental Poster Contest and Art Exhibit

Benefits:

Designation as ECOFEST 2008 Event Sponsor in ECOFEST advertising, publicity, promotions and events. Corporate name and logo highlighted in featured display at your sponsored event. Your sponsored event featured in ECOFEST brochures distributed prior to ECOFEST 2008 and in ECOFEST Program distributed at ECOFEST 2008.

Invitation to speak at ECOFEST 2008 Press Conference, with elected officials and other dignitaries, Media opportunities in connection with your sponsored event.

Includes all Benefits below.



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ECOFEST 2008 SPONSORSHIP OPPORTUNITIES

ECOFEST MAJOR SPONSOR - \$25,000

Designated Sponsor of one of these ECOFEST 2008 activities:

✦ ECO Fashion Show

Great New York "Tap-In" for Clean Tap Water

Benefits:

Designation as ECOFEST Major Sponsor in ECOFEST advertising, publicity, promotions and events for ECOFEST 2008. Designation in all the Corporate name and logo displayed at both your events;

Participation in ECOFEST 2008 Press Conference;

Exclusivity in category;

Includes all Benefits below.

ECOFEST SUPPORTING SPONSOR - \$15,000

Associate Sponsor of one ECOFEST 2008 activity listed above.

Benefits:

Designation as ECOFEST Major Sponsor in ECOFEST advertising, publicity, promotions and events for ECOFEST 2008. Designation in all the Corporate name and logo displayed at both your events;

Acknowledgement at ECOFEST 2008 Press Conference;

Official ECOFEST 2008 product designation (where appropriate) – ¼ page in the ECOFEST Program.

Includes all Benefits below.

ECOFEST PARTICIPATING SPONSOR - \$10,000

Benefits:

Designation as Participating Sponsor in all ECOFEST publicity and promotional materials and events for ECOFEST 2008. Appropriate space with signage at ECOFEST 2008 including exhibit space for Alternative Fuel Vehicles).

On-site signage at ECOFEST 2008

Product sampling opportunity and giveaways authorized (in accordance with local laws)

Special designation in ECOFEST 2008 Program.